

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-74 (GP-282-00-US)**

Applicants: **Paul BUCHHEIT, et al.**

Serial No.: **10/814,104**

Confirmation No.: **5182**

Filing Date: **March 31, 2004**

Title: **RENDERING CONTENT-TARGETED ADS WITH E-MAIL**

Examiner: **Daniel Lastra**

Group Art Unit: **3688**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

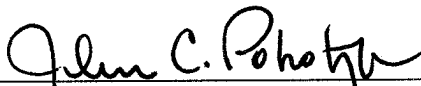
The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent or a patent application publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed with a Request for Continued Examination, it should be considered under 37 C.F.R. § 1.97(b)(4). **Accordingly, it is believed that no additional fee is due.** If, however, any additional fee is due, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

November 12, 2010



John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 936-1400

STRAUB & POKOTYLO
788 Shrewsbury Ave.
Tinton Falls, NJ 07724